



## POSITION DESCRIPTION

**POSITION TITLE:** Assistant Vice President - CONSTITUENT-BASED PROGRAMS  
**LOCATION:** Atlanta, Georgia  
**DATE POSTED:** April 10, 2018

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### POSITION DESCRIPTION

Directs the development efforts for the J. Mack Robinson College of Business, Georgia State University in conjunction with the Central University Development and Alumni Office.

The assistant vice president of development has primary responsibility for planning and implementing a fundraising program in order to maximize the college's fundraising potential. This passionate, innovative and seasoned fundraiser will be a goal-oriented and confident professional with a proven track record of success in higher education fundraising and leading a team of fundraisers, especially in large, complex environments.

Reporting to the senior associate vice president for constituent-based programs, the assistant vice president of development will work with the senior associate vice president and with the dean to prepare an annual operating plan that outlines the fundraising strategy for the year, and work with a current staff of 5.0 employees to ensure the plan is implemented and achieved. This metrics-driven individual will create strategies and develop objectives and goals within a dynamic, fast-paced fundraising environment. The ideal candidate will provide strategic direction and long- and short-range planning in the context of growing a development program.

This position works as a part of a collaborative team environment and will serve as part of the Senior Constituent Relations Team with the AVP from the College of Arts & Sciences and Assistant Dean from the College of Law.

A member of Dean's Leadership Council, this position works collaboratively inside the Robinson College with the Assistant Dean for Strategic Partnerships and Career Advancement and with the Corporate Relations Team.

#### Primary responsibilities

- Develops, implements, and manages a comprehensive fundraising program that cultivates and solicits contributions primarily from alumni (individuals). Included in this program is a plan that sets out the strategic direction for the fundraising program for the year, including the goals for other RCB development staff. The top prospects will be identified, reasonable fundraising goals will be established, and a plan for implementation and accountability are included. Top prospect plans will be managed in the Raiser's Edge proposal module.
- Supervises a growing development staff for the college which currently includes one senior director of development, two directors of development, an assistant director of development, and an administrative coordinator.
- Oversees a state and foundation budget for the department, ensuring the funds support development efforts, and are used effectively to build financial support for the college.
- Identifies major donor prospects, segments the prospect pool and strategically directs efforts toward successful fundraising initiatives in the college; develops and executes long and short-term strategies to craft effective cultivation plans for donor prospects and uses effective and measurable pipeline management.
- Guides and manages a robust advisory board and campaign committee, who meet three times annually and help with various stewardship / cultivation initiatives and recruits new members to the board.
- Works collaboratively with a team approach to fundraising with regard to the annual fund, prospect management, corporation and foundation and planned giving.
- Oversees stewardship activities that recognize existing donors; this includes development events for the college. Ensures that current expenditures from already existing endowments are used appropriately, meaning that they follow the donor's wishes which are outlined in the endowment agreements. Ensure complete accountability and disclosure to donors and the University.
- Implements fund raising training programs for faculty of the college, conversing and interacting comfortably with academic leadership. Serves as senior member of the RCB leadership team.

- Travels to meet with major donors and donor prospects across the state and country. Utilizes Dean and high-level volunteers for solicitations.
- Recruit and retain talented fundraising staff and identify training opportunities as needed by the staff.
- Serve on the college's Executive Committee, the Dean's Leadership Council, the Senior Team for Constituent Relations, and the Inter-Campaign Counsel (ICC).
- Other duties as assigned.

#### Measurable Outcomes

- The assistant vice president of development will manage a portfolio of 100 prospects and will include 100 donor visits annually. Additionally, the assistant vice president will submit a minimum of 25 major gift proposals annually to RCB donors.
- The assistant vice president will spend 50% of his/her time on personal visits with donors and report on at least 10 substantive contacts per month
- In tandem with the dean and senior associate vice president for constituent-based programs, the assistant vice president of development will establish an annual fundraising goal for their portfolio and their staff's portfolios that takes into consideration donor capacity of the top 150 prospects, stage of cultivation in the pipeline, and college priorities.

#### Competencies

- Demonstrated analytical and fundraising skills with the ability to recognize opportunities and prioritize them to attain goals.
- Ability to work cooperatively to achieve common goals, support cooperation, collaboration and the sharing of information while providing the best quality product available and continuously upgrade standards to maintain quality in all areas of responsibility.
- Ability to provide direction and motivation to others through communication, modeling appropriate behavior, optimism and high achievement.
- Openness to new ideas and their implementation. Ability to react and adapt to changing situations appropriately.
- Ability to maintain a high level of confidentiality and organization.
- Ability to manage multiple projects, meeting external needs while preserving internal relationships, shift gears immediately to handle urgent project and comply with strict deadlines and requirements.
- Working knowledge of Blackbaud Raiser's Edge fundraising software or similar CRM software.
- Ability to travel required, including a valid driver's license.

#### Qualifications:

Bachelor's degree and seven years of related experience; or a combination of education and related experience.

#### Preferred Qualifications:

- Master's degree preferred.
- Minimum of five years of progressively responsible experience in fundraising, including the administration of a capital campaign.
- Experience working with deans and other university administrators is required.
- Strong management, leadership, and supervisory skills necessary. Strong working knowledge of and experience with relational (crm) databases.

#### Special Instructions:

To be fully considered for this position all candidates at the time of submission must provide the following documents that clearly provide proof of education and relevant experience:

- A complete and accurate GSU application
- An updated resume
- A cover letter that addresses the job requirements and outlines qualifications

Please Apply Directly Via The Georgia State University Career Portal Located At:

<https://employment.gsu.edu/jobs/search-for-job-opportunities/>